

**INSTRUCTIONS FOR  
MARKETING MATERIALS REQUEST  
FOR EXTERNAL PROMOTIONAL ITEMS  
FORM MKT-545**

To request Texas Department of Agriculture (TDA) marketing promotional materials, please fill out and submit this form to the TDA Marketing and Promotion division.

**All TDA marketing promotional materials are intended for the specific promotion of TDA's Marketing and Promotion Division.** We can consider requests, but they must be related to the promotion of Texas food nutrition, livestock, wine, plants, apparel and/or home furnishings. Please provide documentation relating to the request.

**TDA promotional items** include pencils, directories, key chains and all other items intended for distribution to targeted groups and individuals for education about one or more of the TDA marketing programs, or to create awareness and motivate purchase of Texas agriculture products.

**NOTE: SUBMITTING A REQUEST FORM DOES NOT ENSURE THAT THE REQUESTOR WILL RECEIVE THE REQUESTED ITEMS.**

---

**SECTION A**

**1. REQUESTOR INFORMATION**

Fill in the appropriate information. TDA employees must fill in division, department and supervisor name.

**2. REQUEST INFORMATION**

Fill in the appropriate information. Provide the name of the event and include the dates of the event. If the materials are to be shipped, include the shipping address, and, if shipped, include the TDA budget code in the order to apply cost. If possible, include a shipping reference number (from UPS, USPS or FedEx). If this is a TDA request, include location for items to be delivered.

**3. PROMOTIONAL JUSTIFICATION**

To justify the need for the marketing promotional items, please provide a brief and comprehensive explanation how the nature of the request promotes a TDA marketing program and/or Texas agriculture. The explanation given will be a factor in determining the validity of the request.

**4. DATES NEEDED**

Fill out the date when the materials are needed.

---

**SECTION B**

**1. PROMOTIONAL AND PRINTED ITEMS REQUESTED**

Insert amount and type of item. Warehouse staff will verify and sign-off that items were sent out. If Austin TDA marketing staff returns items, please update the log.

## **SECTION C**

### **1. MARKETING SUPERVISOR SIGNATURE**

The Marketing supervisor signs and dates form and indicates whether form was approved, approved with more information needed, or not approved. If not approved, check box for reason.